BBA DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025

UGP (HONS.) SEMESTER - 1: (BBA INTEGRATED MARKETING & BBA BUSINESS ANALYTICS)

COURSE: 24UCCRBBA101: PRINCIPLES AND PRACTICES OF MANAGEMENT (BUSINESS ADMINISTRATION)

(For Regular 2025 and Improvement/Supplementary 2024 Admission)

Time: 2 Hours   Max. Marks: 70

PART A
Answer any five out of eight questions

1. "Planning is an important function of management." Explain the statement   (CO2, U)
2. Explain the term contingency planning with the help of an example.   (CO2, A)
3. Describe the contribution of Henry L Gantt   (CO3, U)
4. Briefly explain Project Organisation   (CO3, U)
5. Define Fatigue study.   (CO3, U)
6. Identify the key elements that support the view of management as a science.   (CO1, A)
7. Individual decisions are different from group decisions. Elaborate?   (CO4, An)
8. Differentiate between Line and Functional organisation?   (CO3, U)

(3 x 5 = 15)

PART B
Answer any three out of six questions

9. Explain the various functions of management with examples.   (CO1, U)
10. Explain the concept of management by objectives (MBO).   (CO3, A)
11. Evaluate the advantages of Participative Leadership in management   (CO4, E)
12. Explain Vroom's Expectancy theory of motivation.   (CO3, U)
13. Explain the term decentralisation and its features Identify the
    advantages and disadvantages of decentralisation.   (CO2, U)
14. Change is evident and requires management; Justify   (CO1, A)

(3 x 5 = 15)

PART C

Answer any one question out of two questions

15. Discuss the different types of leadership and its implications in management   (CO4, U)

OR

16. "Management is the force which leads, guides and directs an organisation
    in the accomplishment of pre-determined objectives." Discuss the
    statement and elaborate on it with examples?   (CO1, Ev)

(1 x 20 = 20)

PART D

Answer any one case study

17. Analyse the below given case study

Tech Innovations Inc., a leading software development company, faced challenges in employee motivation and engagement. Recognizing the importance of fostering a motivated workforce, the management decided to apply established theories of motivation to enhance overall job satisfaction and productivity. They first conducted a thorough assessment of employee needs using Maslow's Hierarchy of Needs as a framework. By prioritizing hygiene factors such as workplace conditions, relationships with colleagues, and company values, they aimed to create a solid foundation for motivation.

The company also analyzed Herzberg's Motivation-Hygiene Theory, distinguishing between hygiene factors and motivators. They found that while hygiene factors were essential to prevent dissatisfaction, true motivation stemmed from factors like achievement, recognition, and opportunities for personal growth. To address these findings, Tech Innovations introduced a recognition program that celebrated employees' achievements regularly, thereby aligning with Herzberg's assertion that recognition contributes significantly to job satisfaction.

Furthermore, the company understood that employee development is crucial for motivation.They implemented mentorship and training programs, providing employees with opportunities for professional growth. This initiative not only aimed to meet the higher-level needs in Maslow's hierarchy but also reinforced the company's commitment to supporting its workforce. By doing so, Tech Innovations hoped to foster a culture of continuous improvement and engagement, ensuring that employees feel valued and motivated. As Tech Innovations progressed, they regularly reviewed their policies to adapt to changing employee needs and external factors, such as the rising cost of living.

This proactive approach demonstrated the company's commitment to maintaining hygiene factors and supporting employee well-being, ultimately leading to a more engaged and productive workforce.

Questions:

1. What specific hygiene factors did Tech Innovations implement to prevent employee dissatisfaction?   (CO3, An)

2. How did Tech Innovations Inc. identify and address the basic physiological and safety needs of its employees in the workplace? (CO3, U)

3. In what ways did the company address the hygiene factors in Maslow's model to create a foundation for employee motivation? (CO3, An)

OR

18. Adidas, a global leader in sportswear, exemplifies effective management functions through its strategic planning, organizing, leading, and controlling processes, contributing to its competitive edge and commitment to sustainability. With a rich history and a strong brand identity, Adidas has positioned itself at the forefront of the sportswear industry by integrating innovative practices into its management framework.

Planning is a fundamental aspect of Adidas's operations. The company engages in comprehensive strategic planning that involves setting ambitious long-term goals. One of its primary objectives is to achieve a 50% reduction in greenhouse gas emissions across its operations by 2025. This commitment is part of Adidas's broader sustainability strategy, which emphasizes increasing the use of recycled materials and promoting circularity in its products.

For instance, the company plans to produce 15 million pairs of shoes made from recycled ocean plastic by 2025, showcasing its innovative approach to environmental stewardship. In terms of organizing, Adidas has developed a highly efficient supply chain that prioritizes sustainability and responsiveness. The company has established partnerships with ecofriendly suppliers and invested in advanced technologies, such as 3D printing, to streamline production and reduce waste. Its use of data analytics enhances inventory management and demand forecasting, allowing for a more agile response to market trends. Additionally, Adidas has restructured its organizational framework to enhance collaboration across departments, enabling faster decision-making and fostering innovation.

The directing function is particularly evident in Adidas's focus on cultivating a culture of innovation and creativity. The company encourages collaboration among its diverse teams, from designers to marketing experts, creating an environment where new ideas can flourish. Notable collaborations, such as those with Beyoncé and Kanye West, highlight Adidas's commitment to blending fashion

with sports and tapping into popular culture. Furthermore, Adidas prioritizes employee engagement through initiatives that promote diversity and inclusion, ensuring that all voices are heard and valued. Adidas employs robust controlling measures to monitor performance and ensure alignment with its sustainability objectives. The company utilizes key performance indicators (KPIs) to assess its progress in reducing emissions and increasing the use of sustainable materials.Regular audits and sustainability reports provide transparency and accountability, while customer feedback is integrated into product development processes to enhance quality and satisfaction. This data-driven approach enables Adidas to adapt its strategies in real-time, responding to both market demands and sustainability goals.

In conclusion, Adidas's comprehensive approach to management functions not only strengthens its market position but also reflects its commitment to ethical practices and sustainability. By aligning its operations with environmental and social goals, Adidas appeals to conscious consumers and sets a benchmark for the industry, demonstrating that profitability and sustainability can go hand in hand.

Questions:

1. How does Adidas ensure that its strategic plans align with its overall mission and vision?

(CO1, An)

2. How does the nature and purpose of organizing within Adidas contribute to its competitive advantage in the market? (CO1, An)

3. What are the limitations of planning that Adidas has faced in implementing its

sustainability initiatives? (CO1, An)

(1 x 20 = 20)